2014 EARNED VALUE PROMOTION WEBINAR

Registration Period: February 15, 2014-March 31, 2014
Promotion Period: April1, 2014-June 30, 2014

1. **As a Full-Service IMb® mailer can we continue to use the Postal Wizard to get our credits?**
   Yes, as a Full-Service IMb® mailer you can still continue to use the Postal Wizard to get your Earned Value credits.

2. **Is it true that the 2013 Earned Value Promotion does not have an expiration date? Has that changed since the 2014 Earned Value Promotion does have an expiration date?**
   The 2013 Earned Value Promotion does not have an expiration date for the credits. You will need to deplete your 2013 Earned Value credits before using your 2014 Earned Value credits. The 2014 Earned Value credits are set to expire on December 31, 2014.

3. **If you make a mistake and agree/accept in a tab how do you fix your mistake?**
   You will need to contact the PostalOne Help Desk at (800) 522-9085 or the Earned Value Program Office at earnedvalue@usps.gov.

4. **If a company registers multiple MIDs, will each MID qualify for the 3 cents credit if each MID exceeds last year's volume or will all of the MIDs be combined when calculating the 3 cents credit?**
   All of the MIDs will be combined to calculate the threshold. Once the threshold has been exceeded by even one piece, a mailer will earn $0.03 for the total number of reply pieces counted during the promotion period.

5. **Will the 3 cents be applied to all of the 2014 Earned Value Promotion reply pieces or only the reply pieces that exceed the 2013 Earned Value Promotion threshold?**
   The 3 cents will be applied to all of the 2014 Earned Value Promotion reply pieces if the mailer exceeds the threshold by at least one piece.

6. **Can the Earned Value credits be applied by a Mail Service Provider (MSP) to a customer's Ghost Permit?**
   Ghost Permits are not eligible to receive the Earned Value Credits. The Permit account types that you may apply your Earned Value credits to are Meter, Precancel, Permit Imprint, OMAS Meter, and OMAS Permit Imprint.

7. **What is the threshold based on MIDs or CRIDs?**
   The threshold is based on MIDs. Pieces for all MIDs for a given mailer will be totaled to derive at the threshold.

8. **If there is a credit left over from the 2013 Earned Value Promotion will it show up in our account?**
   Yes, the credit from the 2013 Earned Value Promotion will show up in your Permit Account. You will need to deplete you 2013 Earned Value credit first.

9. **Is the use of STID 700 still acceptable on the Courtesy Reply pieces?**
   Yes, the use of STID 700 is still acceptable on the Courtesy Reply pieces.

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10. Who can I call if I have trouble registering for the promotion?
You can call the PostalOne Help Desk at (800) 522-9085 or the Earned Value Program Office at earnedvalue@usps.gov.

11. The graphic used at the beginning of the presentation, was it a Business Reply Mail piece?
Yes, the graphic used at the beginning of the presentation was Business Reply Mail; however, the Earned Value credit can also be earned on Courtesy Reply Mail that a customer mails back to the mailer.

12. If we have any additional questions, what is the phone number to call?
You will need to contact the PostalOne Help Desk at (800) 522-9085 or the Earned Value Program Office at earnedvalue@usps.gov.

13. Can you only use the Earned Value credits using electronic documentation?
Yes, you can only use the Earned Value credits on postage statements using Mail.dat, Mail.XML or Postal Wizard.

14. If a Non-profit uses stamps for their outgoing mail, will that mailing not be eligible for credit use?
While the Earned Value credit can be applied to outbound mailings of Standard Mail Non-Profit mailings, the eligible permit types are Meter, OMAS Meter, Imprint, OMAS Imprint, and Precanceled.

15. How are you handling disputes at the end of the program?
Yes, you may *only* dispute your **BRM** Earned Value credits/volumes. Currently, there isn't a process to dispute your CRM Earned Value credits/volumes. We encourage mailers to verify their reply pieces in the Activity Report on a regular basis during the promotion and to contact the Earned Value Program Office at earnedvalue@usps.gov for any concerns.

16. If our MIDs are not included in the IMb on the reply pieces, do we still complete the manual form to include these in the promotion as was done in the 2013 Earned Value Promotion?
Yes, if your MIDs are not included in the IMb on the reply pieces, you will need to complete the manual form. Origin IMb TRACING™ customers who want to participate in the promotion will need to:

- o Register their IMb Tracing MIDs and Permit accounts in the Business Customer Gateway (BCG)
- o Download and complete the Origin IMb Tracing™ spreadsheet which is located at: https://www.usps.com/business/promotions/earned-value-reply-mail.htm,

    1) Enter their MIDs, CRIDs, and your ZIP™ information
    2) These are the ZIP+4® or ZIP+4+2 that are encoded in the IMb on your BRM and CRM
    3) Email the completed form to the Program Office at: earnedvalue@usps.gov

17. Will this presentation be on RIBBS? If so, when?
Yes, this presentation will be posted on RIBBS by February, 27th.

18. Can you get Earned Value credits on mailing out 1st Class Flats?

Earned Value credits are earned for CRM and BRM postcards and letters that contain an IMb with a registered MID and that a customer returns to the mailer. The credit is not earned for the outgoing piece. However, the Earned Credit, after the promotion is over, can be applied to all outgoing mailings of First-Class Mail® Presort and Automation cards, letters and flats, and Standard Mail® letters and flats as long as there is a credit balance remaining and the postage statements are submitted via Mail.dat, Mail.XML or Postal Wizard.

19. Can you change the percentages of your Earned Value credits after March 31, 2014?

Yes, you can change the percentages of your Earned Value credits. Just keep in mind that once you agree to the credits that you earned, you will not be able to change them. The last day to agree to your credits is August 4, 2014.

20. The use of Mail.dat on outbound mailings is for receiving the Earned Value credits once the program ends? For daily mailings containing the reply envelopes, nothing is needed in the Mail.dat files, correct?

Yes, the use of the promotion code RR in Mail.dat on outbound mailings is *only* for applying the Earned Value credits after the promotion has ended. For those mailings that originally contained the CRM or BRM pieces, no special incentive code is needed in the Mail.dat files.

21. If we are required to use the RR value in the CCR Mail.dat , will it be required during the entire tracking period?

No, during the tracking pieces we are counting the number of reply mail pieces that your customers are sending back to you. After the promotion period (or tracking period) ends on June 30, the number of reply mail pieces will be multiplied by either 2 cents or 3 cents per piece to computer the Earned Credit. Once you want to apply the Earned Credit to your outgoing mailings, you will need to put the RR value in the CCR field in Mail.dat. The RR value is the code that lets the system know that a mailer wants to use the Earned Value credit to pay some or all of the postage for a mailing.

22. How can I check to see if my 2013 Earned Value credit has been used?

The Permit Balance Report tracks the history of the credit's usage by mailing date and mail class. Please note that only the permit owner can see the permit balance report.

23. If all of our MIDs are not listed during registration, how do we include them in the promotion?

You will need to contact the PostalOne Help Desk at (800) 522-9085 or the Earned Value Program Office at earnedvalue@usps.gov.

24. The MID being identified in my registration is not the MID on my mailpiece. How do I add the correct MID?

You will need to contact the PostalOne Help Desk at (800) 522-9085 or the Earned Value Program Office at earnedvalue@usps.gov.

25. I enrolled today and I was told that my BRM permits are not eligible. Is that true?

Yes, this is true. Eligible permits are Meter, Precancel, Permit Imprint, OMAS Meter, and OMAS Permit Imprint. BRM permits cannot be enrolled for this promotion.

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26. Can you please explain the percentage allocation?
You may choose as many Permit accounts as you wish to have your Earned Value credits placed in. For each Permit account, you will need to place a percent of the Earned Value credit that you would like placed in it. Then you will need to add up all of the percentages in each Permit Account and make sure that the total is 100%. **Please see the example below:**

Permit Accounts	Percent Allocated
PI 1	25%
PI 2	25%
PI 3	20%
PI 4	30%

Now add the percentages under each Permit Account

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              25%
              25%
              20%
       +      30%
             100%
```

27. Can you explain what the RR means?
To use the Earned Value credits, you will need to submit your Postage Statement via Postal Wizard, Mail.Dat, or Mail.XML. On the Postage Statement you will enter "RR" as the promotion code which will instruct the PostalOne! to use the Earned Value credits from the Permit accounts that you requested. If you are using Postal Wizard, you will use the drop-down menu to select the Earned Value promotion when completing the fields for what incentive you want to apply to that mailing.

28. If the mailer did not participate in the 2013 Earned Value Promotion, what is their threshold?
If a mailer did not participate in the 2013 Earned Value Promotion, they do not have a threshold.

First Time Participants in the Earned Value Promotion:

Earned Value = $0.02 x Total BRM Pieces Scanned
Earned Value = $0.02 x Total CRM Pieces Scanned

Please note, the $0.02 per reply mail piece also applies to those mailer who did not exceed their threshold.

29. Can you repost the email and website addresses?
The Earned Value Program Office email is earnedvalue@usps.gov.
The RIBBS email is https://ribbs.usps.gov/mobilebarcode/general.htm

30. For mailers who commingle their mail on their Mail Service Provider's (MSPs) permit(s), are you working with the Mail Service Providers to have the Earned Value credits placed in the Mail Service Provider's permit(s)?
Mail owners may select their own permits or that of their MSPs. Also, MSPs, on behalf of their customers, may enroll their own permits or those of their customers.

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31. Are you accepting any documentation this year on disputes over CRM counts?

No, you may *only* dispute your **BRM** Earned Value credits/volumes. Currently there isn't a process to dispute your CRM Earned Value credits/volumes. We encourage mailers to verify their reply pieces in the Activity Report on a regular basis during the promotion and to contact the Earned Value Program Office at earnedvalue@usps.gov for any concerns. If you see a discrepancy, please contact the Earned Value Program Office at earnedvalue@usps.gov.

32. My customer received a message after trying to register that said "The service Incentive Program is now pending external BSA. Your request can't be approved until other outstanding requests are approved. What does this mean?

If you get the "Pending External BSA" messaging, it means that your request requires a Business Service Administrator (BSA) for the Manage Mailing Activity approval. The BSA is an individual in your organization who has the authority in the system to approve your request. The program office does not have the contact information for this person, but the PostalOne Help Desk does. We recommend emailing the Help Desk and requesting the BSA name and contact info for your company. Give the CRID and Business Customer Gateway (BCG) service you are requesting access. The USPS Help Desk can be reached at: (800) 522-9085 or *postalone@email.usps.gov*.

33. If I am mailing a letter under a Non-Profit permit, do I qualify for this promotion?

Yes, the mail that is eligible for the 2014 Earned Value promotion is Courtesy Reply Mail and Business Reply Mail with a valid IMb and a registered MID. Only CRM and BRM pieces that are mailed back to the mailer will be counted.

34. Does the EDoc submitter need to enter anything in the EDoc showing that the outbound mailing contains a CRM or BRM that is participating in the 2014 Earned Value Promotion?

No, the EDoc submitter does not need to enter anything in the EDoc showing that the outbound mailing contains a CRM or BRM in the 2014 Earned Value Promotion.

35. We use a Presorter and do not submit electronic mailing reports. Are we then excluded from the 2014 Earned Value Promotion?

In order for a mailer to use the Earned Value credits, the postage statements need to be submitted in EDoc. You may want to discuss participation in the 2014 Earned Value Promotion with your presorter.

36. If you have multiple MIDs registered, can you select permits for credit amounts to be linked to a specific MID?

Yes, if you have multiple MIDs registered, you can select permits for credit amounts to be linked to a specific MID.

37. What does STID stand for?

A STID is a Service Type Identifier.

38. We process the BRM for the State of Maine and hold the permit in Augusta, Maine. However, all remote sites around the state use our permit. Do we get credit for all of the remote sites as well?

You will need to register all of your MIDs including the MIDs for the remote sites.